



Waterloo Minor Soccer Club
2001 University Avenue East
Waterloo, ON N2K 4K4
Phone 519.578.9680

Waterloo United partners with Kidspired Media

December 4, 2018 – The Waterloo Minor Soccer Club (WMSC) is pleased to announce the appointment of Kidspired Media as the exclusive sponsorship agency for the Club effective December 2018. Kidspired has over 20 years of experience in building and sustaining relationships in the Sports Marketing industry. The Waterloo Minor Soccer Club offers an excellent opportunity for both small local businesses and larger corporate partners to gain access to our almost 3,000 players and their families. We are looking for an opportunity to create long-term partnerships that give you creative alternatives to market your business in the community, we aren't simply looking for a donation.

Kidspired utilizes a consultative approach to building custom marketing and promotional solutions for local and regional businesses providing them with the ability to connect with community sports organizations. Kidspired will focus on solidifying relationships with current WMSC partners and expanding the Club's visibility to new prospects by developing value-based sponsorship packages that maximize return on sponsor investment. Ted Gendron, Principal at Kidspired Media said, "As the largest and most successful non-profit sports association in Waterloo, Kidspired Media is very excited to be partnering with the Waterloo Minor Soccer Club. We look forward to extending their reach into the community through the development of strong relationships with like-minded organizations."

WMSC's Executive Director, Paul Burns said, "The Waterloo Minor Soccer Club is very excited to start working with KidSpired. We feel confident that this partnership will help the Club expand on its sponsorship and community relationship goals. We also know that all of our current and future sponsors will see greater benefits to being a valued contributor to WMSC."

Kidspired will be contacting current and former WMSC sponsors immediately for 2019 sponsorship renewals and exciting new opportunities available through the Club.

Waterloo Minor Soccer Club
Paul Burns, Executive Director
519-578-9680
executivedirector@waterloounited.com



Waterloo Minor Soccer Club

2001 University Avenue East

Waterloo, ON N2K 4K4

Phone 519.578.9680

If you are interested in a sponsorship package that not only supports athletes in your community but will help build your brand and bring customers to your door, please contact John Macintosh at Kidspired Media today!

John Macintosh

john.macintosh@kidspired.ca

519-657-6057

Ted Gendron, Principal

289-927-3767

ted.gendron@kidspired.ca